Common types of videos

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Types of videos you can create

- **#1 Ads**

  - these are videos that promote something
  - people don't usually choose to watch them, they show up randomly at the beginning, in the middle, or at the end of whatever they did choose to watch
  - they have to be short (30-60 seconds)

- **Ads are the most effective when they follow the AIDA model:**

  - Attention - you have to catch people's attention in the first few seconds
  - Interest - you make them aware of the product/service
  - Desire - you make people want the product by showing its value, benefits, how it's a solution to the viewer's problems, etc.
  - Action - tell the viewer what they have to do to get the product/service

- Ads work best when they're shown to the right audience

- **#2 Explainer videos**

  - they're created to answer questions or show how something works

- they’re usually 2-3 minutes long
- the AIDA formula also works here
- some companies write blog posts but also create a video explaining the same information

- **#3 Product demos**

  - in these videos you show off your product and its most important features
  - it presents the benefits of using it and how it solves a problem or makes the customer’s life easier
  - they’re usually longer than an explainer video
  - you can make a separate video that presents each feature

- **#4 Customer testimonials**

  - you bring in a customer or go to their business and film a video explaining how they used your product and how it helped them
  - they should probably be around 3-5 minutes
  - video testimonials are more efficient than written testimonials and they make potential customers trust you more

- **#5 Walkthroughs**

  - they’re the more in-depth version of product demos
  - you take each product feature and explain it step by step
  - they’re helpful when you have a more complex product
  - you can use them to increase people’s engagement or encourage them to try new features

- Ads need to have the highest production quality, while walkthroughs are usually just screencasts with your voice in the background

- **#6 Frequently Asked Questions**

  - you film a video where you answer the more frequent questions you get about your product
  - this is usually targeting people who already bought your product